



Lifeline Bookfest Sponsorship Proposal For Media

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About Bookfest

Lifeline Brisbane holds two Bookfests each year, one in January and another in June.

Lifeline Bookfests are held at the Brisbane Convention & Exhibition Centre at South Bank in two exhibition halls featuring about 2 million books for sale.

Each event attracts an estimated 120,000 to 150,000 people.

In 2008 it received a Commended Award in the Special Events Category of the Public Relations Institute of Australia's Queensland Awards For Excellence.

In 2009, the Lifeline team have submitted an application for an excellence in Fundraising to the Fundraising Institute of Australia. Winners are announced in February 2010.

Last financial year our Bookfest realised sales of \$1.5 million, providing much needed funds for Lifeline's 24 hour Crisis Counselling Line, free face-to-face counselling services and support programs for children and families.

In January 2009, Lifeline Bookfest launched a fresh new look, publicising itself as 'The Biggest Book Sale in the Universe!'

The flashy, fun new advertising and PR campaign featured two aliens who are looking to take over the world and all its knowledge by eating all of earth's books.

The story-book fiction characters' plans for world domination are foiled when they are trampled by Bookfest customers entering the sale.

This new theme has provided interactive opportunities, with four short-films made following the alien's often humorous attempts at world domination.

Why sponsor Bookfest

At Lifeline Brisbane we believe this is an easy sell as your organisation can be part of a popular Brisbane phenomenon, benefit from exposure to up to 150,000 people and report on an event and a topic that never ceases to interest audiences.

The excitement behind Bookfest is contagious and it's been a proven winner with the public since its inception.

The Lifeline Bookfest began in 1989 in the old Lifeline warehouse at Bowen Hills. Books were laid out across hay bales covered with blankets.

Since then, the fundraising event has come a long way. After a stint at the RNA Showgrounds, Bookfest moved to its current home at the Brisbane Convention and Exhibition Centre in 1997.

In June 2002, the event moved to two Exhibition Halls creating more space for bargain hunters. Bookfest organisers are confident it is the world's largest pre-loved book sale.

People flock from across Brisbane, other parts of Queensland and interstate for the bi-annual phenomenon.

Each year, as word-of-mouth spreads about the great value for money and wide selection of books, an increasing number of Brisbane locals and visitors visit the giant book sale.

Apart from giving people the opportunity to grab a great book from as little as 20 cents, the Lifeline Bookfest also raises much-needed funds for Lifeline Brisbane's free counselling services.

Get Involved

A formally structured involvement and commitment to the Bookfest will help us take the event to the next level. And it's certainly a win/win partnership.

Lifeline Bookfest is a great opportunity to promote your station/publication while displaying your commitment to helping those in need in the local community.

If you have any queries please don't hesitate to call Lifeline Communications and Fundraising Officer Anna Masci on 3250 1848 or 0408 751 831 or e-mail anna-maria.masci@lccq.org.au

Broadcast Sponsor Opportunities

Opportunities

- Placement of a promotional stall inside the Bookfest.
- Logo placement on A2 colour posters displayed in our 50 Lifeline Shops.
- Logo placement on A2 colour posters and 5000 flyers distributed by Poster Bill throughout Brisbane shops and cafes.
- Logo placement on print advertising and on website.
- Opportunity for corporate banners at the Bookfest.
- Opportunity to provide and distribute promotional material to shoppers at the festival (e.g. book bags)
- Run a competition with listeners

Responsibilities:

- Complimentary CSAs on your station promoting the Bookfest leading up to and during the event.
- Promotional and/or interview opportunities with announcers leading up to and during the event.
- Inclusion of Lifeline Bookfest's 4-Part Alien World Domination Short Film Series on your station's website.
- At least two days On Site Broadcast of the event **OR** regular crossovers during the 9 days.

Print/Online Sponsor Opportunities

Opportunities

- Placement of a promotional stall inside the Bookfest.
- Logo placement on A2 colour posters displayed in our 50 Lifeline Shops.
- Logo placement on A2 colour posters and 5000 flyers distributed by Poster Bill throughout Brisbane shops and cafes.
- Logo placement on print advertising and on website.
- Opportunity for corporate banners at the Bookfest.
- Opportunity to provide and distribute promotional material to shoppers at the festival (e.g. book bags)
- Run a competition with listeners

Responsibilities:

- Complimentary CSAs in your publication promoting the Bookfest leading up to and during the event.
- A four-part feature series on the Bookfest. Story ideas contributed by the Lifeline Communications & Fundraising team
- Inclusion of Lifeline Bookfest's 4-Part Alien World Domination Short Film Series on your publication's website.
- A review of the event.